

# CANADIAN MOVING PICTURE DIGEST

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RAY LEWIS  
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## There Is Sap — And Saps

THE sap is running in the trees in Canada, a definite sign that Spring is here and with Spring there is the Tourist trade, among other things, to think about seriously.

H. R. Bain & Co. publishes a stock market review in which we noted an editorial "Mixing Business With Pleasure". We quote "If the question were asked, 'Which is responsible for the largest income in Canada, the export of farm crops, or the expenditures of the Tourist Trade', the answer would invariably be, 'Why the export of agricultural products is certainly higher'."

Our information is that this would be the wrong answer, because the Tourist Trade last year which spent more than two days in Canada, approximately 1,269,085 tourists, left with Canadians a total of \$275,000,000, while the total value of Canada's farm exports by comparison was \$220,000,000.

"Mixing Business With Pleasure" continues to compare tourist income with the "value of base metal exports" and finds that the tourist trade exceeded this income also.

The American visitors of 1939 left Canada enough money while holidaying, to purchase \$175,000,000 worth of iron and steel products from the U.S. and still leave a balance of \$100,000,000.

With the Spring and its influx of tourists, shares and bonds of Department stores, oil, hotels have an increased market. The motion picture industry with its improved air-conditioning should prepare to capitalize on the tourist trade which this year will exceed all previous years, because of several conditions, primarily the inability of tourists and the disinclination of tourists to go very far from home.

Spring and summer months have always been anticipated by theatreowners with dread, but the inviting outdoors has its sunset as well as its sunrise; a day in the hot sun makes an evening of relaxation in an air-conditioned cool theatre a pleasure which can be publicized and popularized.

The Dominion Government is anticipating an increase of \$25,000,000 in tourist trade this year which would bring the total of \$300,000,000, and if the 19% discount is still in order it means \$354,000,000 Canadian dollars.

What are we going to do to get some of these millions in our theatres in Canada? The season's product is far behind in its general distribution in Canada, that is in Ontario at least, where the bulk of Canadian Picture theatres is centralized. This means that the big pictures must be released during the summer months, a policy in direct contradiction to the general policy of picture distribution and exhibition.

With big pictures during the summer months and an American Tourist trade forced through the Department of State of the U.S. to stay in America, due to the fact that it is almost impossible to secure passports for foreign travel, there will be a tourist trade this year new to Canada, a tourist trade out to do the town and see the sights, a tourist trade which is known as "Spenders".

There is sap, whether it is maple syrup or dollars waiting for the theatreowners of Canada, and the producer-distributors of motion pictures. Only Saps will say it is summer and we cannot do any business.

The exhibitors who know that buying product is only one angle of their business, will continue to merchandise their pictures exerting all their business ability to replace lost patronage of holidayers with tourist trade.

—Editor.

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## Famous Players and B & F Theatres Introduce "Giveaways"

### TORONTO HOUSES FEATURE BOOK-NITE AND FOTO-NITE

Toronto, Ont. — The operation of theatres in conjunction with "giveaways" has reached a new high here at Toronto, with the introduction of a premium at the Famous Players house, The Belsize, on Mt. Pleasant Road. This is the first F.P. house to inaugurate this scheme, offering Wm. A. Rogers silverware, with a small service charge. However, certain F.P. houses, including the Palace, Parkdale, Alhambra and College run "Songo", "identify the song hits" contest, with cash awards.

At the same time the B. & F. theatres has introduced Book-Night at their circuit of 15 Toronto houses: Christie, York, Bellevue, Beaver, Scarboro, Apollo, Academy, Century, Prince of Wales, Carlton, Grover, Eastwood, Parliament, Gerrard and LaPlaza. B. & F. is a subsidiary of Famous Players Corporation. The circuit offers a set of The Standard American Encyclopedia, 15 volumes, full library size, unabridged edition, for the sum of 39c with adult admission, a volume a week on Book-Nights.

Twentieth Century Theatres, are also running Book-Nites. They offer at a cost of 25c to the patron, a set of 8 volumes of the New American Encyclopedia and 5 volumes of Webster's dictionary. Theatre Exploitation is handling this set, and it has been placed according to the latest report, in a total of 16 houses, including two Premier Theatres, Major, St. Clair, and the Royce, and in some independent houses, on consignment basis. Book-Nite is run anywhere from 1 to 4 nights a week, depending on the giveaway obligations an exhibitor has. Some theatres are offering silverware 2 nights a week, and Book-Nite the next two, etc.

Associated Theatres continue with the operation of "Foto-Nite" at some of their houses, Granada offering this week, \$2.00, 1st prize \$125 and 2nd \$115. The Oxford, Adelphi, Bayview, Radio City and Beverly also feature "Foto-Nite". Other Associated theatres offer Wm. Rogers' silverware, and "Her Majesty's Dinnerware".

Premier Theatres' houses also feature Wm. A. Rogers' silverware, and The Casino Theatre, Premier house, featuring films and girl-show, with Fifi D'Orsay top-billed this week, running Comedy Gift Nite with \$50 in prizes.

The independent theatres continue to offer premiums in the form of china-ware, silverware, glassware. It is also rumoured that The Pylon Theatre, only independent theatre in its group not offering premiums, will switch to some "giveaway" since The Bellevue Theatre has inaugurated Book-Night and The College has introduced "Songo", both B. & F. and F. P. houses, making The Pylon virtually the only house in its group not in the premium business.

### SILVERTHORNE STATES NO BAN ON "PRIMROSE PATH"

Toronto, Ont. — According to a statement made by Mr. O. J. Silverthorne, Motion Picture Censor, the Ontario Censorship Board did not ban RKO Radio's "Primrose Path" as reported in the daily press, but merely held up its release because of adverse publicity which the film received through its banning in Detroit only.

In an interview with The Digest, Mr. Silverthorne stated that Premier Hepburn was asked to view the film by the Censor Board not as a Board of Appeal, but just by way of having his unofficial opinion concerning same. The Premier has made no statement concerning "Primrose Path" and Mr. Silverthorne informs The Digest that the Censor Board will not make its decision in respect to this picture until after the film has been considered by other Censor Boards in the Dominion.

### RUMOURED SETTLEMENT

Toronto, Ont. — It is rumoured that solicitors for the Lansdowne Theatre and Harry Alexander have informed Foto-Nite Amateur Shows Ltd., that the running of the game "True or False" has been discontinued at the Lansdowne Theatre. However, Foto-Nite Amateur Shows Ltd. has not withdrawn their action against this theatre.

### GOOD BUSINESS

Vancouver, B.C. — Theatres in the interior of the province have been doing good business these past few weeks as there has been very little snow and the roads are in good shape.

### Y.M.C.A. TRAILER

Toronto, Ont. — Canadian theatres are co-operating with Y.M.C.A. in their War Services Campaign by showing a two-minute trailer. Produced by Associated Screen Studios; the trailer presents the message briefly and to the point. It is expected that this co-operation on the part of the theatrical industry will win much goodwill.

### DAYLIGHT SAVING APRIL 28

Toronto, Ont. — Daylight Saving Time will start on April 28th here. With this also comes the beginning of the baseball season, definite competition here for the theatres.

## Shooting the Stars

Lana Turner and Lew Ayres will be teamed by Metro-Goldwyn-Mayer in "To Own The World", an original story by Dalton Trumbo, author of the best-seller, "Johnny Got His Gun". The story has a timely subject of a young couple who want to marry but will be unable to make a financial go of it if the girl loses her job, so they marry secretly with the usual accompanying complications . . . Lloyd Nolan, who recently completed a featured role in "Johnny Apollo", has been assigned the male lead in "Pier 13" . . . Ann Sothorn, Humphrey Bogart and Donald Crisp have been added to the cast of "Brother Orchid" which stars Edward G. Robinson. Miss Sothorn will play the female lead . . . Peter Lorre, now starring in Columbia's "Dead Man's Isle" has been signed for two additional pictures for this company . . . Morris Helprin, who for the past four years has been American publicity and advertising representative for Alexander Korda, has been appointed production assistant, and has left for the Coast to assume his duties in connection with the final sequences on "Thief of Bagdad" . . . RKO Radio has signed Louis Hayward to a two-picture deal. Hayward recently appeared as the "son" in "My Son, My Son". His first assignment will be the co-starring role opposite Maureen O'Hara in "Have It Your Own Way" which Erich Pommer plans to start next month . . . Warner Bros. has purchased W. R. Burnett's (author of "Little Caesar") latest story, "High Sierra", as a starring vehicle for James Cagney . . . Don Ameche has been given the lead in the forthcoming film, "Four Sons", to be produced at the 20th Century-Fox Studio . . . Columbia's title "The Man Who Would Not Die", film starring Boris Karloff, has been changed to "The Man With Nine Lives" . . . RKO Radio has teamed Carole Lombard and Charles Laughton in "They Knew What They Wanted" . . . Gary Cooper will play the title role in "The Life of John Doe" which Frank Capra will produce and direct for Warner Bros. . . . 20th Century-Fox has given the lead in "Rain or Shine" to Joan Davis . . . "The Long Voyage Home" which John Ford-Argosy Productions is filming for United Artists release, will feature John Wayne, Thomas Mitchell, Barry Fitzgerald and Arthur Shields. Screen play is by Dudley Nichols from the play by Eugene O'Neill . . . William Holden has been assigned to play the male lead opposite Jean Arthur in the Wesley Ruggles production "Arizona" at the Columbia Studio.

### BUSINESS SLUMP

Regina, Sask. — Federal elections and airing of the Moose Jaw-Port Arthur hockey game over Saskatchewan stations accounted for a box-office slump of nearly 50 percent among Regina theatres on March 26. Senior hockey games in Saskatchewan have affected theatre business on a large scale since mid-winter, managers report.

### CALGARY VISITORS

Calgary, Alta. — Recent visitors here were: Ed Beatty, Roxy, Stettler; E. C. Watkiss, Uptown, Sylvan Lake; C. F. Doughty, Lealto, Lethbridge; A. M. Montemurre, Community Mayerthorpe; Gordon Brewerton, Mayfair, Cardston.



## RAY PRESENTS



MAY 1st is now the big day for the Canadian Picture Pioneers who will meet at the Royal York Hotel, Toronto for their first big "get-together" the purpose being social. I had a desire to say "purely sociable" but someone might misinterpret or question the "purely" state of this Bohemian get-together. The date was changed because the American Picture Pioneers are meeting on April 26th and a slogan at the Waldorf, New York City, on that date, will be "On to Canada" for the Canadian Picture Pioneers "get-together".

The Entertainment committee which includes Archie Laurie, Charlie Stephenson, Walter Kennedy, Syd Taube and Ben Cronk is busy completing details of "let's have fun" and "let's toast ourselves" on this merry occasion.

If you are a Canadian Picture Pioneer and the march of time, the stress of buying film and getting the customers in, has given you what might be called that "sour puss look", get the wrinkles ironed out, because there are "smiles which make you happy, there are smiles which make you gay, etc." waiting for you here.

THE Canadian Picture Pioneers will put on the show, which will include the acts which they did in the days of picture pioneering. Clair Hague is to do his cowboy act, Oscar Hanson, Earl Lawson, Walter Kennedy, Bill Stewart, Syd Taube are on the program. Ray Lewis will do talking pictures, assisted by a Pioneer repertoire company just as it was done when the idea first occurred of having voices behind the Screens.

We have a pioneer dancing team, jugglers, spielsers, a rope act, organist; and can use more talent if you Canadian Pioneers are young enough to perform. Send in your names and what you can do for the program.

Of great importance is your application and your cheque to cover your life membership or ordinary membership. This is the last call, all applications must be in on or before the fifteenth as no invitations will be mailed out after that date. The Life Membership closes April fifteenth. The number of life members acceptable is restricted to 100. There is room for only a few more, so get your application in as the Executive is desirous that no Canadian Picture Pioneer be excluded. Twenty-five years is the required number of years for eligibility. No Canadian Picture Pioneer can become a member of the Canadian Picture Pioneers Club unless he started in Motion Pictures twenty-five years ago. The Executive regrets that certain applicants who have twenty-four years to their credit, a few twenty-four years and a half cannot be registered as members. These applications are filed for the 1941 membership class.

APPLICATION and cheque for Life Membership from Joseph Garbarino, 1473 Queen Street W., Assistant Manager and Projectionist Odeon Theatre. Started in 1913 as manager of the Odeon, which means 27 years ago, the Odeon was then located at 1558 Queen Street W. Hello Joe and welcome, get your stories ready, we have not yet distributed the prizes for the best story and the best story-teller. I remember a few you used to tell in the old M.P.T.O. days.

Application life membership Thomas Pringle Ideal Theatre, started in business for himself at

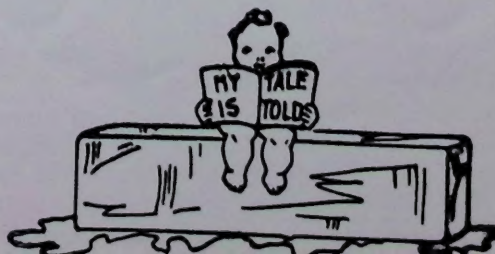
Goderich, Ontario. Hello Tom and welcome. An application from our old friend Fred Guest. Hello Fred and welcome. Fred started in business for himself in 1912, he adds (unfortunately) but we know better. Hamilton was and is the show place for Fred. W. H. Cuzner, Main St., Sydney Mines, N.S., 1907, as manager and owner of his own show house and in 1940 still manager and owner. Welcome "W. H." An application from H. Swartz who started with the Mark Brock Enterprise in Winnipeg in 1914, remaining with this company until 1917, when he became an employee of Regal Films at Winnipeg. In 1919 joined Universal Film Company at Winnipeg and has been with Universal since that time. 1940, Office Manager of Empire-Universal in the Winnipeg office. Thanks Hyman for the ten dollars and welcome to the Canadian Picture Pioneers Life Membership.

IN looking back over the applications, I find an interesting Leo Devaney history. Leo started with Jerry Shea Publicity and Exploitation, Shea's Hippodrome and Shea's Victoria, 1912. 1913 handled the Adele Blood stock engagement at Shea's Victoria Theatre and was associated with the Shea Enterprise in Toronto and Buffalo until 1917. In 1917, took over the position of Publicity and Exploitation man for Fox Films Corporation and later entered the sales field, taking over the management of the Toronto Branch of Fox Films in 1918.

In 1923 went to South America for a period of five months, returning to Toronto to join Canadian Universal Films Ltd. as Canadian Sales Manager under Clair Hague at that time Canadian General Manager. In 1924, transferred by Universal to Buffalo as Special Representative, and later made Manager of the Cleveland, Ohio Branch. From 1926-1928 District Manager for Universal, supervising Buffalo, Cleveland, Detroit, Indianapolis and Cincinnati Exchanges. In 1928 was brought to New York as Assistant Eastern Division Sales Manager, under Lou Metzger, General Manager of Universal Pictures Inc.

In 1929 Leo Devaney accepted the post of General Manager in charge of RKO Theatres in Canada, which were affiliated with the Famous Players Canadian Corporation. In 1932 he was transferred from the Theatre Department of RKO and placed in charge of distribution, succeeding P. C. Taylor, formerly Canadian General Manager of RKO. "And this my dear Ray tells, I believe, the complete story" states Leo.

Adele Blood recalls memories. I was a special dancer in the first film she made for the Equitable Film Company, Louis Selznick's enterprise, with production studios at Flushing, L.I. I would like to see that film now, cannot remember the name, but I looked about the size of "Jiminy Cricket" and was just as peppy. Sorry, no more space, more next week.





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### NEW MONCTON THEATRE PROPOSED BY WINTER-F.P.

Moncton, N.B. — Moncton, N.B., is to have another theatre, according to F. W. Winter who operates The Capitol and Empress Theatres in this city. Property at the corner of St. George and Weldon Streets was purchased by the Star Realty Company recently and plans are being drawn up for a theatre to seat one thousand or more patrons. It is understood that jointly Mr. Winter and Famous Players Corporation will operate the new theatre which will be built with two large stores in front, apartments over these stores and the theatre in the rear. This will make four theatres in Moncton as there is also The Imperial operated by Jack Butler.

### COLLEGE REMODELLED

Toronto, Ont. — The College Theatre, the old Allen Theatre, now a Famous Players house, situated at Dovercourt and College Sts. here, has had a new front and marquee erected, and new seating installed. The theatre will open on April 6th.

### STRAND REOPENED

Sussex, N.B. — The Strand Theatre at Sussex, N.B., re-opened this week, after extensive repairs and improvements had been completed. This is the only theatre at Sussex and is used on many occasions, as a Community Centre. Manager is Colin Danson.

### ROXY OPENING

Vancouver, B.C. — Roxy Theatre at Alberni, B.C., will be opened by Harold Warren this month.

### UTILIZE "BROADWAY"

Regina, Sask. — Broadway Theatre here, long closed, has been used by a religious sect in recent weeks and more recently has been used for public meetings in conjunction with the federal elections.

### ZORN IN REGINA

Regina, Sask. — Recent visitors in Regina were A. E. Zorn, district manager of Famous Players Corp., Winnipeg, and Vic Armand, superintendent of maintenance for Famous Players.

## See Distribution Changes In Winnipeg Territory

### DIGEST POLICY GIVEN CREDIT FOR CHANGES

Winnipeg, Man. — The war has brought some relief to the harassed independent theatre exhibitors of Moving Pictures in Manitoba and Eastern Saskatchewan, the territory covered by film exchanges operating out of Winnipeg.

It is not necessary to book in advance three months' pictures, good, bad and indifferent. A limited number has to be taken but the arbitrary policy of film exchanges has been relaxed and in some instances has disappeared. Many new managers are in charge of film exchange branch offices, important changes having taken place in the last few months, and some of the older men who have been accustomed to the "take or leave it" policy have been removed. In their place there has come a younger set, of broader views and better understanding of the proper attitude to be taken when "getting" business. How long it will last depends on the duration of the war. This year everyone was looking forward to a big year in films, but new taxes are looming up and first to feel the effect are the film exchanges and the moving picture houses.

The aggressive and enlightened policy of the Canadian Moving Picture Digest, is given credit for the easing of the arbitrary policy of exchanges and all the independents are shouting "Atta Boy", or words to that effect to the editor of the Digest. Admiration is also expressed by independents and others outside of their ranks, at the straight line pursued, the editor's axe hewing away without deviation on a well-considered policy. Many in the moving picture exhibiting line in the west for a long period had been dubious of the effect of such a policy listening to the higher ups who had told them it would be merely a "brush-off", but to the amazement of all, the Digest has continued to flourish under its one policy, freedom for the independents. Now all engaged in the business are showing appreciation, for a better day is dawning; the independents are more than ever behind The Digest, judged by expressions heard around the exchanges and the offices of executives of the theatres.

### REPAIR ORPHEUM

Moose Jaw, Sask. — Orpheum Theatre here was closed during the first week of April undergoing repairs.

### RENOVATE "PASTIME"

New Toronto, Ont. The Pastime Theatre here, will undergo a complete renovating job, and will open in June as the Palace Theatre.

### MRS. O'ROURKE BETTER

Minto, N.B. — Friends will be glad to learn Mrs. T. J. O'Rourke, wife of the manager of the Gaiety Theatre at Minto, N.B., who was a patient at the Saint John Hospital has recovered sufficiently to be able to return home.

### INDEPENDENT PRESSURE BEHIND CONTEST'S END?

Vancouver, B.C. — An abrupt end came to one of the neatest come-ons used by exhibitors in Vancouver recently when the regular Monday night Quiz contest at the Kitsilano was quietly discontinued.

In make-up, the Quiz was a take-off on the defunct Bank Night. The essentials were the same — cash prizes that pyramided enticingly and kept the patrons coming. But where the standing of the Bank Night could be considered questionable, the Quiz was above reproach legally. Also it was more compact, entailing no fuss about ticket numbers or draws.

At Kitsilano, a Famous Player suburban house, managed by Joe Millman, a quiz contest was held each Monday night on the stage. Volunteers attempted to answer not-too-difficult questions. Every time an answer was incorrect, the prize money was added to the next question and the pyramiding was under way. Starting as low as two dollars, the stake sometimes mounted to tidy sums worth the gamble of a quarter any day. Smaller prizes were given to each contestant, win or lose, creating a constant supply of willing contestants. The Quiz was practically a guarantee to a packed house every Monday, but nevertheless it was abruptly brought to an end.

No reason for the discontinuance was given out, but it is understood that it was done to avoid friction with local independents.

### REPORT GOOD BUSINESS

Regina, Sask. — Theatres did a good business during the last week of March when the livestock show and horse show brought hundreds into the city and a blizzard which blocked country roads kept most of the visitors in town an extra day or so. Drama festival and the Moose Jaw, Port Arthur hockey game latter part of the week also attracted a number of out-of-towners who helped bolster the afternoon theatre trade.

### VANCOUVER VISITORS

Vancouver, B.C. — Recent visitors included J. Freiberg, of Wells; Harold Warren, Roxy, Alberni; Harry Page, Port, Port Alberni; G. G. Blais, Capitol, Duncan; Jim Hayworth, Rialto, Ladysmith; George Washington, Rialto, West Summerland; Ray Castle, Oak Bay, Victoria.



# FEATURE RELEASE DATES FOR APRIL

## COLUMBIA

"The Man With Nine Lives" .....April 11  
 "I Married Adventure" .....April 18  
 "The Doctor Takes A Wife" .....April 25  
 \*"Ten Days In Paris" .....April 30  
 \*Tentative title.

## EMPIRE-UNIVERSAL

"Ma! He's Making Eyes at Me" .....April 15  
 "Black Friday" .....April 20  
 "House of Seven Gables" .....April 20  
 "Half A Sinner" .....April 13  
 "Enemy Agent" .....April 27

## GRAND NATIONAL

"Song of the Road"  
 "Wrath of Jealousy"  
 "A Tenderfoot Goes West"  
 "Louise" .....(French)

## METRO-GOLDWYN-MAYER

"Florian" .....April 5  
 "Dr. Kildare's Strange Case" .....April 12  
 "And One Was Beautiful" .....April 19  
 "Two Girls On Broadway" .....April 26

## PARAMOUNT

"Adventure In Diamonds" .....April 5  
 "Dr. Cyclops" .....April 12  
 "French Without Tears" .....April 19  
 "The Biscuit Eater" .....April 26

## FARR BENEFIT AIDS FINNISH RELIEF FUND

North Sydney, N.S. — An example of public spiritedness which might well be followed by other theatre managers, was shown by John W. Farr of the Rivoli Theatre, North Sydney, N.S., when he organized a collection for Finnish Relief.

Mr. Farr placed five gallon padlocked milk cans in his theatre in which contributions might be placed, for a full week at his theatre, and climaxed this effort by a benefit show.

Mr. Farr received from the Finnish Consul a letter expressing gratitude for the generous contribution, in "Finland's hour of need".

## RED CROSS BENEFIT

Stony Plain, Alta. — Red Cross benefitted by \$43 when Royal Visit pictures were shown here on a recent Saturday. Take was looked upon as good considering the bad condition of the roads due to a mild spell.

## KIWANIS RUN HOUSE

Vancouver, B.C. — Paradise Theatre was taken over for one week by the Kiwanis club. Club staged a musical comedy with local talent.

## FIELDING IN ST. JOHN

Bridgewater, N.S. — P. R. Fielding of the Capitol Theatre, Bridgewater, N.S., is in Saint John, N.B., doing some booking for that theatre.

## FILMING MILITIA

Montreal, Que. — Roy Tash of Associated Screen News is at Camp Borden photographing both Air Force and Militia activities.

## RKO RADIO

"Courageous Dr. Christian" .....April 5  
 "The Bullet Code" .....April 12  
 "Curtain Call" .....April 26

## REPUBLIC

"Forgotten Girls" .....April 6  
 "Rancho Grande" .....April 20  
 "Young Buffalo Bill" .....April 27

## 20th CENTURY-FOX

"Star Dust" .....April 5  
 "Viva Cisco Kid" .....April 12  
 "Johnny Apollo" .....April 19  
 "Shooting High" .....April 26

## WARNER BROTHERS

"It All Came True" .....April 6  
 "King of the Lumberjacks" .....April 13

## UNITED ARTISTS

"One Million B.C." .....April 5  
 \*"House Across The Bay" .....April 12  
 "Saps At Sea" .....April 19  
 \*Originally scheduled for March release.

## W-B FIRST NATIONAL

"Til We Meet Again" .....April 20  
 "Angel From Texas" .....April 27

## "GWTW" AT TRURO

Truro, N.S. — The Capitol Theatre at Truro, N.S., one of the F. G. Spencer Ltd. Circuit, is showing "Gone With The Wind", for an entire week. The opening was on Monday when the Mayor of Truro and the City Council members were invited to attend.

## SEE "WIZARD OF OZ"

Regina, Sask. — Schools in the Lanigan, Sask., district closed for an afternoon recently to permit students to attend a showing of "The Wizard of Oz" at the Lanigan Theatre. Some drove 15 to 20 miles over bad roads.

## BRINGING "HORSES"

Victoria, B.C. — Ardent follower of the sport of Kings, Ralph Calladine, manager of the Plaza and Columbia, is expected to bring back two horses when he returns to Victoria from his California visit.

## PLAYS TEN DAYS

Regina, Sask. — "Mr. Smith Goes to Washington" played 10 days at the Rex Theatre here and was still going strong.

## WHELPLEY IN MONTREAL

Saint John, N.B. — E. A. Whelpley, Manager at Saint John, N. B., of the RKO Distributing Corporation office went to Montreal this week on a business trip.

## RED CROSS TIE-UP

Regina, Sask. — Pallais Theatre at Craik, Sask., had the local Red Cross chapter sponsor "The Lion Has Wings." Business was good.

## RADIO CHATTER WRITTEN BY DIGEST CORRESPONDENT

Regina, Sask. — "Songs From the Shows," half-hour program over CKCK, Regina, four afternoons weekly, has Maurice Reynolds announcing and playing recordings of tunes from shows old and new and reading Hollywood gossip provided by Bruce Peacock, Leader-Post movie editor and Digest correspondent.

## STUDIO VISITORS

Montreal, Que. — A recent visitor to the Associated Screen News Studios at Montreal was Capt. Frank Badgley, Director of the Canadian Government Motion Picture Bureau, also Hon. Henri Groulx, Provincial Secretary, and Canon Valois of the Archbishop's Palace.

## EXHIBITOR BEREAVED

Tisdale, Sask. — F. W. Falkner, proprietor of the Falcon Theatre, here, was bereaved when fire destroyed the Alexandra Hotel in Drumheller, Alta. His father, Charles Falkner, was suffocated in a room in the hotel.

## SPENCER IN SAINT JOHN

Saint John, N.B. — F. Gordon Spencer has returned to Saint John, N.B., from Charlottetown, where he was for some time, taking the place of A. R. Cooper who was called away on Military duties.

## TRANS-CANADA TIE-UP

Regina, Sask. — With the release of RKO's "Swiss Family Robinson" it is interesting to note that Trans-Canada Airlines has brought out a color film depicting the flight of a typical family across the Dominion by aeroplane in 17 hours called "Swift Family Robinson."

## NO DAYLIGHT SAVING

Lethbridge, Alta. — Lethbridge theatremen are expected to benefit by the refusal of the city council to pass a resolution favoring the adoption of Daylight Saving Time for the summer months.

New Super GARDINER Projector with barrel rear shutter, has no equal for fine projection and long life. As low as \$9.00 weekly.

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# M-G-M'S "Northwest Passage" Great "Hold-Over" Film

## "It's A Date" Another Deanna Durbin Success

### "NORTHWEST PASSAGE"

METRO-GOLDWYN-MAYER

**W**HEN Metro-Goldwyn-Mayer really gets down to brass tacks and decides to make a BIG picture, the result is usually something for exhibitors and public alike to cheer about, and the M-G-M version of Kenneth Roberts' best selling novel, "Northwest Passage" is no exception to this happy rule. "Northwest Passage" is one of the most worthwhile pictures to reach the screen so far this season, and its record, box-officially speaking, so far is away and above average gross in every situation, with hold-overs the order-of-the-day.

Originally, this was to be Metro's first all-Technicolor production, but so much preliminary work was necessary, before actually shooting with the stars was possible, that "Sweethearts" beat it to the gun. However, the natural beauty of "Northwest Passage" has suffered none by being preceded by Eddy-MacDonald, and certainly the Technicolor camera must be listed as one of the stars of this production.

Laurence Stallings and Talbot Jennings wrote the screenplay, using only Book 1, entitled "Rogers' Rangers", of the two Books which compose "Northwest Passage", the novel. Book 1 contains plenty of material for the job at hand, and at the same time leaves Book 11 for a very probable follow-up.

Despite the Academy Award winning performance of Spencer Tracy as the Portugese in "Captains Courageous", and as the beloved Father in "Boys Town", these two and all his other previous roles (including we are happy to report "I Take This Woman") are forgotten in the sheer artistry of his performance as the valiant Major Rogers, leader of the vaunted Rogers' Rangers. Role was practically made-to-order for Tracy, and there is no doubt but that his hat is in the ring for more Academy Award honors for this, unless he tops his own "topper" as "Edison, The Man".

The story has Langdon Towne, resident of Boston, expelled from Yale University for having too advanced ideas, and then forced to leave Boston for over-frankness about certain officials. With his friends "Hunk" Marriner and "Cap" Huff, he joins up with Major Rogers and his Rangers, Langdon being assigned to the task of drawing maps for the outfit. England and France are at war in the Old World and the New, and fighting on

the side of the French are many tribes of savage redskins, including the murderous Abenaki, who have sacked and burned many British colonial settlements and outposts. Rogers' Rangers is assigned the task of attacking the Abenaki in their village of St. Francis, and wiping them out. To accomplish this they must proceed several hundred miles by land and water. The expedition, less than 200 in all, sets out, and after overcoming almost every imaginable hazard, arrives at its destination, and in a fierce and quite gory struggle, the Indians are killed and the village put to the torch. Then begins the hardest part of the whole trip, the retreat, through enemy territory, running out of food, short of ammunition, and altogether undergoing every hardship possible. Finally, a little over one quarter of the force reaches safety, and your reviewer let go the death-grip on his theatre chair.

The film is full of high spots, each one seeming better than its immediate predecessor. The battle scene at St. Francis must be considered one of the most outstanding sequences in the picture, of course, but personally, the scene in which Langdon Towne, "Hunk" Marriner and Major Rogers try to sober up Konkapot, an Indian ally, by singing hymns in a very un-melodious tone, seemed the outstanding scene of the whole production.

The choice of Robert Young for the role of Langdon Towne surprised many, but all who see the picture will have to admit that it was a happy choice, for Bob Young romps through his part with the greatest of ease and skill. Walter Brennan, who can always be counted on for a first rate performance, comes through with one of his best here, as "Hunk" Marriner, while Nat Pendleton does a fine piece of work as "Cap" Huff. Romance is practically nil, but for the slight suggestion of it that the picture contains, Ruth Hussey serves as the love interest. Robert Barret is well cast as Langdon Towne's strict father, and Lumsden Hare is Lord Amherst, British commander-in-chief. Others in the large and imposing cast include Regis Toomey, Isobel Jewell, Montagu Love, Louis Hector, Douglas Walton, Addison Richards, Truman Bradley and Andrew Pena the latter particularly good as the Indian Konkapot.

Hunt Stromberg was in charge of production, with King Vidor behind the megaphone. Credit also to Herbert Stothart for a most impressive musical score.

Running time — 123 minutes.

### "IT'S A DATE"

UNIVERSAL

**T**HIS is Deanna Durbin's Lucky Seventh, under the production aegis of Joe Pasternak, and to many, it will be her 'best yet'. Personally we have enjoyed every one of the Deanna Durbin pictures so much that we find it impossible to lay a finger on one and say, "This is her best". Certainly if a best must be selected, "It's A Date" can more than hold its own against any other selection, for it has been given a greater wealth in star names, and new songs than any previous Durbin opus.

Besides the star, the cast includes Kay Francis and Walter Pidgeon, and such well-known leading players as Henry Stephenson, Eugene Pallette, Samuel S. Hinds, Cecilia Loftus, Fritz Feld, and Harry Owens' Roqal Hawaiians.

Plot has Deanna cast as the daughter of Broadway star, Kay Francis. Youngster also has Broadway ideas, and is attending summer stock school while her mother is spending a holiday in Honolulu. Making a big hit with her singing, Deanna is given the lead in a Broadway production for which her mother had previously been slated to star. Unaware of this latter situation, Deanna sails for Honolulu to get her mother to coach her for her role. On board she meets Walter Pidgeon, a millionaire pineapple-plantation owner from Hawaii. Arriving, Deanna learns that her mother planned to play the lead. The youngster steps aside in favor of Kay, and tries to forget her heartbreak by falling in love with Pidgeon. The finale finds Pidgeon falling for Kay, who withdraws to let Deanna make a smash hit as star of the show.

Film contains many excellent performances, outstanding among them, of course, is that of the star herself. Deanna has grown up a lot since "Three Smart Girls", and her voice and dramatic ability have improved tremendously with the aging process. The recording on this picture is particularly good, giving Deanna an even better break. She sings four songs throughout the picture, one popular, and three classic, or semi-classic. Popular song is "Love Is All", by Pinky Tomlin, other three being the "Ave Marie", the "Street Song" from "La Boheme", and "Loch Lomond".

Directed by William Seiter.

Running time—100 minutes.



**"THE EARL OF CHICAGO"**

METRO-GOLDWYN-MAYER

THE combination of Robert Montgomery, actor, Richard Thorpe, director, and an English-located story proved a surprising success in "Night Must Fall" a couple of years back, and ever since Montgomery has been plaguing the front office to let him do another serious study. After a few more addle-brained, society-comedy roles, the executive relented, and in order to keep things on the same spiritual plane as his previous serious hit, assigned Richard Thorpe to direct, and again picked a story with an English locale in which Montgomery was a murderer. Once more the killer is a subject for the psychiatrists, for as the picture opens, he is a gang leader in Chicago with—of all things—a deadly phobia of firearms.

In the Brock Williams novel, this gangster, "Silky" Kilmount becomes the rightful holder of an ancient and wealthy earldom in England, through the death there of sundry distant relatives. "Silky", figuring on selling the estate as soon as possible, travels to England to claim his inheritance, taking with him his lawyer and trusted lieutenant, "Doc" Ramsey. Finding that the estate cannot be sold, he takes over the earldom castle and all, and in a thrilling ceremony is inducted into his seat in the House of Lords. His surroundings and the influence of the family retainer, Munsey, begin to work a moral regeneration on "Silky", until he discovers that "Doc", has double-crossed him, and ruined his liquor business in the U.S. "Doc" pulls a gun on "Silky", and the latter, conquering his phobia, wrests the weapon from the other man's hand and kills him. He is tried by a jury of his equals in the House of Lords, convicted and hung on Tower Hill. However, he dies like an English gentleman, much to the satisfaction of Munsey.

Montgomery is brilliant in the "Silky" Kilmount role. His performance will remind you considerably of "Night Must Fall", and you'll wonder, as I did, why his studio doesn't give him a better break in roles. Edward Arnold does a fine job of the role of "Doc", with Edmund Gwenn scoring heavily as Munsey. Others in the cast include Reginald Owen, E. E. Clive, Halliwell Hobbes, Peter Godfrey and Billy Bevan.

The scenes in the House of Lords are particularly impressive.

Running time—85 minutes.

**BOWES BACK ON JOB**

Regina, Sask. — A sprained ankle kept Otis Bowes, manager of the Grand Theatre here, away from work for a few days recently.

**"THE BLUE BIRD"**

20th CENTURY-FOX

MAURICE Maeterlinck's "Blue Bird" has always been a big draw for children as a stage production. 20th Century-Fox's million dollar film version, photographed in Technicolor, and given a cast headed by Shirley Temple, with such able assistants as Gale Sondergaard, Eddie Collins, Nigel Bruce, Spring Byington, Sybil Jason, Jessie Ralph, Gene Reynolds and countless others, is still a marvelous drawing card for the younger generation.

I suppose you all know the story about the little girl who goes to sleep and has a dream. And in this dream she and her little brother are sent out into the wide spaces by a fairy, to find the Blue Bird of Happiness. How they come to a graveyard, and talk with their Grandmother and Grandfather, long dead, and then visit a Mr. and Mrs. Luxury, wander through a vast forest where they are frightened by the trees and by Fire and Wind, and how they come to the land of unborn children, etc., etc. It is all delightfully fantastic, and as a Disney feature-length cartoon, would probably have thrilled all ages.

Walter Lang's direction is one of the fine points of the film. He has handled his assignment with great skill and understanding, and he deserves great credit for his work. In the sequence where the land of the unborn children is featured, Mr. Lang's artistry is especially evident, and this sequence is one of the best parts of the film.

The beauty of the Technicolor is a great asset, and should be included in all advertising on the picture.

Running time—83 minutes.

**SELIG WINS RADIO**

Saint John, N.B. — Result of a lottery held by the Film Girls Patriotic Club was announced recently when Harry Selig became the winner of a radio. The funds from this effort will be used for the war work of this organization.

**ROBINHOOD TIE-UP**

Lethbridge, Alta. — Good stunt pulled by the Capitol Theatre during the showing of "Pinocchio" was to have Miss Ruby Fisher, successful contestant in the Robin Hood Flour contest aired over CBC, appear on the stage on the night of March 28 to guess the tune which would win her \$100 and a wrist watch. She won.

**LOCAL TIE-UP "WINGS"**

Regina, Sask. — "The Lion Has Wings" did good business at Miller's Showhouse, Spalding, Sask., when a district boy, now with the Royal Air Force, was discovered in the picture.

**"BLUEBIRD" TIE-UP**

Regina, Sask. — In a tie-up with a local jewelry store, Met Theatre here gave patrons coupons during the showing of "The Bluebird" giving them a chance on a draw for a "Bluebird" diamond ring later in the week. Six people were called to the stage when the coupons were drawn. They were subjected to a quiz by Mickey Francis, local hotelman, Quiz winner got the diamond.

**HOLD "ELECTION NIGHTS"**

Indian Head, Sask. — "Election Nights" are attracting good houses to the Auditorium Theatre here. Elections are held once a month, with "voters" getting their ballots through attendance during the month. Lucky person who is "elected" president, collects \$25 and secretary collects \$5.

**"TANK" THEATRE FRONT**

Vancouver, B.C. — Box-office at the Lux Theatre here was made to represent the front of a tank, with the machine-gun shelf serving as the cash shelf and the sighting slit for conversation, when "France Is Ready" was shown.

**"PINOCCHIO" STUNT**

Regina, Sask. — Novel stunt pulled by announcing staff of CKCK for the opening of "Pinocchio" at the Capitol Theatre here was to fake a 15-minute transcription of the fictitious arrival of the star at Regina's airport with the sound of the approaching plane, the roar of the crowd, et al. Whole thing was done ad lib in the downtown studios.

**KIDDIES' QUIZ**

Calgary, Alta. — Station CFRN conducts a Saturday morning kiddies' quiz in conjunction with picture bill at the Empress and gives away 20 prizes.

**LOCAL TIE-UP**

Swift Current, Sask. — Picture "Missing Evidence" got a bit of extra publicity when it played at the Lyric here when it discovered that Chick Chandler, featured in the top supporting role in the comedy, was a nephew of Frank West, well-known citizen of Swift Current. Chandler's mother visited Swift Current a few years ago.

**20th CENTURY-FOX PROPOSES  
NEW ZANUCK OPTION**

New York, N.Y. — At the 20th Century-Fox meeting on April 16th, shareholders will be asked to approve an extension of the company's contract with Darryl F. Zanuck, providing for the continuance of his salary of \$225,000 per year and an agreement offering Darryl Zanuck an option to purchase 100,000 shares of unissued common stock within the next 5 years.



## Best Hanson Theatres

### Campaign Run by Lorne Moore

#### "INVISIBLE MAN RETURNS" GIVEN GREAT BUILD-UP

Toronto, Ont. — A copy of Hanson Theatre Topics, circuit bulletin of Hanson Theatres, comes to hand. The Editor, H. C. D. (Dick) Main has made quite a few changes in the set-up of this mimeographed monthly bulletin, with very successful results. Editorial deals with the donation of the theatre, and the staff's donation of their time, for war work benefit purposes.

The best campaign of the month, was arranged by Lorne Moore of the Grand Theatre, Sudbury, on "The Invisible Man Returns", Universal picture. Using special front, special lobby cut-out, six sets of snipes, forty window cards and 3,000 laundry tie-up doorknob hangers.

About one week in advance arrangements were made with laundry company to supply a red-violet lamp and generator, such as they use for invisible markings, for a display. The display with material was placed in the lounge. 3,000 doorknob hangers were made up and distributed about the city with the laundry first numbering 500 in invisible ink. People were invited to check their cards under the lamp for lucky numbers. Laundry supplied girl attendant afternoons with the Manager being on hand in the evenings. This tricky display satisfied the curiosity of hundreds each day. The Laundry Co. paid for a 2 col. by 8½ inch ad as well as giving \$20.00 which took care of the cost of hangers and special lamp display in the lounge. The laundry supplied 15 laundry prizes, 15 dry cleaning prizes and the theatre 20 passes.

A downtown druggist built up an attractive window display using graduated flasks, beakers, tubes, burners, coloured liquids, etc. This display

was backed by cards reading, "These chemicals brewed a potent drug, etc." Banners plugging the feature in conjunction with Photoplay Magazine were carried on the Sudbury News Service Truck in advance and during the playdate.

Honorable Mention went to Gordon Beavis, Royal, North Bay, on his campaign for "Dead End Kids on Dress Parade" and "Torpedo Raider", and to Wannie Tyers, Granada, St. Thomas, for his campaign on "Mr. Smith Goes To Washington".

#### "DUMBELLS" IN CALGARY

Calgary, Alta. — Nearly 500 members of the Calgary Branch No. 1 paraded to the Grand Theatre to see the "Dumbells" in action and to say goodbye to them before they leave for overseas. Later they staged an informal reception for them at Memorial Hall.

The night before the "Dumbells" paid a visit to the Imperial Branch of the Canadian Legion. Also while in Calgary they visited the Rotary Club. They were guests of the Rotary Club for the first time 20 years ago.

#### LIEBERMAN BACK

Saint John, N.B. — Mr. J. Lieberman, of the Maritime Film Company, Saint John, N.B., has returned from a trip to Toronto, where he visited his parents.

## Trans-Canada Showings

### TORONTO

#### AVENUE

"Drums Along the Mohawk" (20th Century-Fox), with Claudette Colbert and Henry Fonda, and "Daytime Wife" (20th Century-Fox), with Tyrone Power and Linda Darnell.

#### IMPERIAL

"Vigil In the Night" (RKO Radio), with Carole Lombard, Brian Aherne and Anne Shirley.

#### LOEW'S

2nd week. "Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy, Robert Young and Walter Brennan.

#### SHEA'S

"The Invisible Man Returns" (Universal), with Sir Cedric Hardwicke, Vincent Price and Nan Grey.

#### UPTOWN

2nd week. "Pinocchio" (RKO Radio-Disney).

### MONTREAL

#### CAPITOL

"Road to Singapore" (Paramount), with Bing Crosby, Dorothy Lamour and Bob Hope, also "Seventeen" (Paramount), with Jackie Cooper.

#### LOEW'S

2nd week. "Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy and Robert Young.

#### ORPHEUM

2nd week. "Rebecca" (United Artists), with Laurence Olivier and Joan Fontaine.

#### PALACE

2nd week. "It's A Date" (Universal), with Deanna Durbin, Kay Francis and Walter Pidgeon.

#### PRINCESS

"The Invisible Man Returns" (Universal), with Sir Cedric Hardwicke, Vincent Price and Nan Grey, also "Honeymoon Deferred" (Universal), with Edmund Lowe and Margaret Lindsay.

### SAINT JOHN

#### CAPITOL

"Broadway Melody of 1940" (Metro-Goldwyn-Mayer), with Fred Astaire and Eleanor Powell.

#### MAYFAIR

"Balalaika" (Metro-Goldwyn-Mayer), with Nelson Eddy and Ilona Massey.

#### STRAND

"Golden Boy" (Columbia), with Barbara Stanwyck, Adolphe Menjou and William Holden.

### WINNIPEG

#### CAPITOL

"Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy, Robert Young and Walter Brennan.

#### GAIETY

"The Roaring Twenties" (Warner Bros.), with James Cagney and Priscilla Lane, also "Day-time Wife" (20th Century-Fox), with Tyrone Power and Linda Darnell.

#### GARRICK

"His Girl Friday" (Columbia), with Cary Grant and Rosalind Russell.

#### LYCEUM

"The Invisible Man Returns" (Universal), with Sir Cedric Hardwicke, Vincent Price and Nan Grey.

#### METROPOLITAN

"Swiss Family Robinson" (RKO Radio), with Thomas Mitchell, Edna Best and Freddie Bartholomew, also "The Flying Deuces" (RKO Radio), with Laurel and Hardy.

### CALGARY

#### CAPITOL

"Pinocchio" (RKO Radio-Disney).

#### PALACE

"The Shop Around The Corner" (Metro-Goldwyn-Mayer), with Margaret Sullavan and James Stewart.

#### STRAND

"Another Thin Man" (Metro-Goldwyn-Mayer) with William Powell and Myrna Loy, also "Bad Little Angel" (Metro-Goldwyn-Mayer), with Virginia Weidler.

### VANCOUVER

#### CAPITOL

"Pinocchio" (RKO Radio-Disney).

#### DOMINION

"Balalaika" (Metro-Goldwyn-Mayer), with Nelson Eddy and Ilona Massey, also "The Housekeeper's Daughter" (United Artists), with Joan Bennett and Adolphe Menjou.

#### ORPHEUM

"Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy, Robert Young and Walter Brenna.

#### PLAZA

2nd week. "Green Hell" (Universal), with Douglas Fairbanks, Jr., and Joan Bennett, and "Married and In Love" (RKO Radio), with Alan Marshal and Barbara Read.

#### STRAND

"Of Mice and Men" (United Artists), with Burgess Meredith and Betty Field, also "A Chump At Oxford" (United Artists), with Laurel and Hardy.

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